

**LISTING OF CLAIMS**

This listing of claims, if entered, will replace all prior versions and listings of claims in the above-identified application.

1. (Currently Amended) A method comprising:  
receiving user-specified information pertaining to one or more business challenges of an organization, wherein  
the user-specified information comprises information concerning the performance of the organization with respect to each of the one or more business challenges;  
identifying one or more predefined business processes that address the one or more business challenges of the organization;  
estimating benefits that are to be gained by the organization when the one or more business challenges are successfully addressed; and  
communicating the estimated benefits to the user;  
recommending the one or more predefined business processes to a user; and  
~~assessing an adoption level of an automated technology by the organization based on the one or more business challenges and the industry and revenue data.~~

2. (Original) The method of claim 1 wherein receiving user-specified information pertaining to one or more business challenges of an organization comprises:  
communicating to the user a list of business challenges commonly experienced by a plurality of companies;

receiving a user-specified ranking of an organization performance with respect to each business challenge in the list; and

considering the user-specified ranking when identifying the one or more predefined business processes.

3. (Original) The method of claim 2 wherein receiving user-specified information pertaining to one or more business challenges of an organization further comprises:

receiving user-specified information indicating importance of business challenges within the list to the organization; and

considering the importance of the business challenges when identifying the one or more predefined business processes.

4. (Original) The method of claim 2 wherein the list of commonly experienced business challenges is specific to a one of a plurality of functions that is selected by the user for evaluation.

5. (Original) The method of claim 4 further comprising:

maintaining a database of commonly experiences business challenges associated with the plurality of functions.

6. (Original) The method of claim 4 further comprising:

maintaining a database of commonly experiences business challenges associated with specific industries.

7. (Original) The method of claim 1 further comprising requesting the user to enter industry and revenue data associated with the organization.

8. (Cancelled)

9. (Currently Amended) The method of claim 1 ~~wherein the automated technology is at least one of customer relationship management (CRM), partner relationship management (PRM), and employee relationship management (ERM) further comprising assessing an adoption level of an automated technology by the organization based on the one or more business challenges and the industry and revenue data.~~

10. (Cancelled)

11. (Currently Amended) The method of claim [[10]] 1 wherein the benefits are estimated using statistical data.

12. (Original) The method of claim 1 wherein recommending the one or more predefined business processes to a user comprises:

displaying to the user each of the one or more business challenges with at least one of the one or more predefined business processes that addresses said each of the one or more business challenges.

13. (Original) The method of claim 12 further comprising:  
allowing the user to view detailed business process information for the at least one of the one or more predefined business processes.
  
14. (Original) The method of claim 1 further comprising:  
identifying a software product required to implement each of the one or more predefined business processes.
  
15. (Original) The method of claim 1 further comprising:  
mapping each of the one or more predefined business processes to a corresponding best practice strategy recommendation and a corresponding best practice functionality recommendation; and  
allowing the user to view the corresponding best practice strategy recommendation and the corresponding best practice functionality recommendation.
  
16. (Original) The method of claim 1 further comprising:  
allowing the user to view performance metrics associated with the one or more predefined business processes; and  
allowing the user to view a success story of a customer who has implemented at least one of the one or more predefined business processes.

17. (Currently Amended) A method comprising:
- receiving user-specified information pertaining to one or more business challenges of an organization, wherein
- the user-specified information comprises information concerning the performance of the organization with respect to each of the one or more business challenges;
- identifying one or more best practices that address the one or more business challenges of the organization;
- estimating benefits that are to be gained by the organization when the one or more best practices are successfully implemented; and
- communicating the estimated benefits to the user;
- recommending the one or more best practices to a user; and
- ~~assessing an adoption level of an automated technology by the organization based on the one or more best practices and the industry and revenue data.~~

18. (Original) The method of claim 17 wherein receiving user-specified information pertaining to one or more business challenges of an organization comprises:
- communicating to the user a list of business challenges commonly experienced by a plurality of companies;
- receiving a user-specified ranking of an organization performance with respect to each business challenge in the list; and

considering the user-specified ranking when identifying the one or more predefined business processes.

19. (Original) The method of claim 18 wherein receiving user-specified information pertaining to one or more business challenges of an organization further comprises:

receiving user-specified information indicating importance of business challenges within the list to the organization; and

considering the importance of the business challenges when identifying the one or more predefined business processes.

20. (Original) The method of claim 18 wherein the list of commonly experienced business challenges is specific to a one of a plurality of functions that is selected by the user for evaluation.

21. (Original) The method of claim 17 wherein recommending the one or more best practices to a user comprises:

displaying to the user each of the one or more business challenges with at least one of the one or more best practices that addresses said each of the one or more business challenges.

22. (Original) The method of claim 21 further comprising:

allowing the user to view detailed best practice information for the at least one of the one or more best practices.

23. (Currently Amended) A machine-readable medium having executable instructions to cause a machine to perform a method comprising:  
receiving user-specified information pertaining to one or more business challenges of an organization, wherein

the user-specified information comprises information concerning the performance of the organization with respect to each of the one or more business challenges;

identifying one or more predefined business processes that address the one or more business challenges of the organization;

estimating benefits that are to be gained by the organization when the one or more business challenges are successfully addressed; and

communicating the estimated benefits to the user;

recommending the one or more predefined business processes to a user; and

assessing an adoption level of an automated technology by the organization based on the one or more business challenges and the industry and revenue data.

24. (Original) The machine readable medium of claim 23 wherein receiving user-specified information pertaining to one or more business challenges of an organization comprises:

communicating to the user a list of business challenges commonly experienced by a plurality of companies;

receiving a user-specified ranking of an organization performance with respect to each business challenge in the list; and

considering the user-specified ranking when identifying the one or more predefined business processes.

25. (Cancelled)

26. (Currently Amended) A machine-readable medium having executable instructions to cause a machine to perform a method comprising:

receiving user-specified information pertaining to one or more business challenges of an organization, wherein

the user-specified information comprises information concerning the performance of the organization with respect to each of the one or more business challenges;

identifying one or more best practices that address the one or more business challenges of the organization;

estimating benefits that are to be gained by the organization when the one or more best practices are successfully implemented; and

communicating the estimated benefits to the user;

recommending the one or more best practices to a user; and

~~assessing an adoption level of an automated technology by the organization based on the one or more best practices and the industry and revenue data.~~

27. (Original) The machine readable medium of claim 26 wherein recommending the one or more best practices to a user comprises:

displaying to the user each of the one or more business challenges with at least one of the one or more best practices that addresses said each of the one or more business challenges.

28. (Currently Amended) A system comprising:

a memory; and

at least one processor coupled to the memory, the processor executing a set of instructions which cause the processor to

receive user-specified information pertaining to one or more business challenges of an organization, wherein

the user-specified information comprises information concerning the performance of the organization with respect to each of the one or more business challenges;[.,]

identify one or more predefined business processes that address the one or more business challenges of the organization;[.,]

estimate benefits that are to be gained by the organization when the one or more business challenges are successfully addressed; and

~~communicate the estimated benefits to the user;~~

~~recommend the one or more predefined business processes to a user; and,~~

~~assess an adoption level of an automated technology by the organization based on the one or more business challenges and the industry and revenue data.~~

29. **(Currently Amended)** The system of claim 28 wherein the processor is to receive user-specified information pertaining to one or more business challenges of an organization by communicating to the user a list of business challenges commonly experienced by a plurality of companies, receiving a user-specified ranking of [[an]] **the** organization performance with respect to each business challenge in the list, and considering the user-specified ranking when identifying the one or more predefined business processes.

30. (Original) The system of claim 29 wherein the processor is to receive user-specified information pertaining to one or more business challenges of an organization by receiving user-specified information indicating importance of business challenges within the list to the organization, and considering the importance of the business challenges when identifying the one or more predefined business processes.

31.-32. (Cancelled)

33. (Original) The system of claim 28 wherein the processor is to recommend the one or more predefined business processes to a user by displaying to the user each of the one or more business challenges with at least one of the one or more predefined business processes that addresses said each of the one or more business challenges.

34. (Original) The system of claim 28 wherein the processor is further to map each of the one or more predefined business processes to a corresponding best practice strategy

recommendation and a corresponding best practice functionality recommendation, and to allow the user to view the corresponding best practice strategy recommendation and the corresponding best practice functionality recommendation.

35. (Currently Amended) A system comprising:
- a memory; and
- at least one processor coupled to the memory, the processor executing a set of instructions which cause the processor to
- receive user-specified information pertaining to one or more business challenges of an organization, wherein
- the user-specified information comprises information concerning the performance of the organization with respect to each of the one or more business challenges,
- identify one or more best practices that address the one or more business challenges of the organization,
- estimate benefits that are to be gained by the organization when the one or more best practices are successfully implemented; and
- ~~communicate the estimated benefits to the user;~~
- recommend the one or more best practices to a user; and
- ~~assess an adoption level of an automated technology by the organization based on the one or more best practices and the industry and revenue data.~~

36. (Original) The system of claim 35 wherein the processor is to receive user-specified information pertaining to one or more business challenges of an organization by communicating to the user a list of business challenges commonly experienced by a plurality of companies, receiving a user-specified ranking of an organization performance with respect to each business challenge in the list, and considering the user-specified ranking when identifying the one or more predefined business processes.

37. (Original) The system of claim 35 wherein the processor is to recommend the one or more best practices to a user by displaying to the user each of the one or more business challenges with at least one of the one or more best practices that addresses said each of the one or more business challenges.

38. (Original) The system of claim 37 wherein the processor is further to allow the user to view detailed best practice information for the at least one of the one or more best practices.

39. (New) The method of claim 9 wherein the automated technology is at least one of customer relationship management (CRM), partner relationship management (PRM), and employee relationship management (ERM).